

focus on **PRIDE**

INSIDE THIS ISSUE

I&I: How Do You Inspire Care? 2

**Nursing Award Recipients:
What Inspires Me** 3

Smiling in the No Passing Zone 4
Focusing on common courtesy

Walking for a Cause 5
Going the extra mile for the March of Dimes

A Very Special Photo Album 6 & 7
Teen remembers more than "I had cancer"

Courier on a Mission in Ecuador 8
He's dedicated to helping and healing

LVHHN Reaches Around the World
Donating medical supplies to charity

**Prescription for Illegible
Handwriting** 9
Entering orders into computers saves time

Hats Off 10
Recognizing LVHHN accomplishments

Meet the New Physicians

Service Star ■ Phil Horlacher 11
How he made day care fun

Working Wonders
Internet makes the difference

**Friends of Nursing Award
Recipients** 12
The entire list of nursing heroes

Privacy

Respect

Involvement

Dignity

Empathy

STAYING in the "NO PASSING ZONE"

A smile and hello are common courtesy when passing by employees and visitors, as Candace Rishko, Center for Education, demonstrates. Read more on page 4 and learn how to win a prize!



PEGGY FLEMING ENDOWED CHAIR IN NURSING

\$1.5 Million Endowed Chair Surprises Even Its Namesake

When the surprise was revealed before 600 people at the Friends of Nursing award ceremony on May 3, Peggy Fleming could only cover her face in disbelief.

Never did she imagine that her husband, Dick, would surprise her with such an honor—a \$1.5 million endowed chair for nursing in her name. "That's our gift to Lehigh Valley Hospital—and that's my gift to you, Peggy, my sweetheart, my wife and my best friend," Dick Fleming said before a teary crowd.

"I still can't believe it," she said later. "I guess I was out digging in my garden, cleaning up after my farm animals and feeding my chickens too long to realize this was going on."

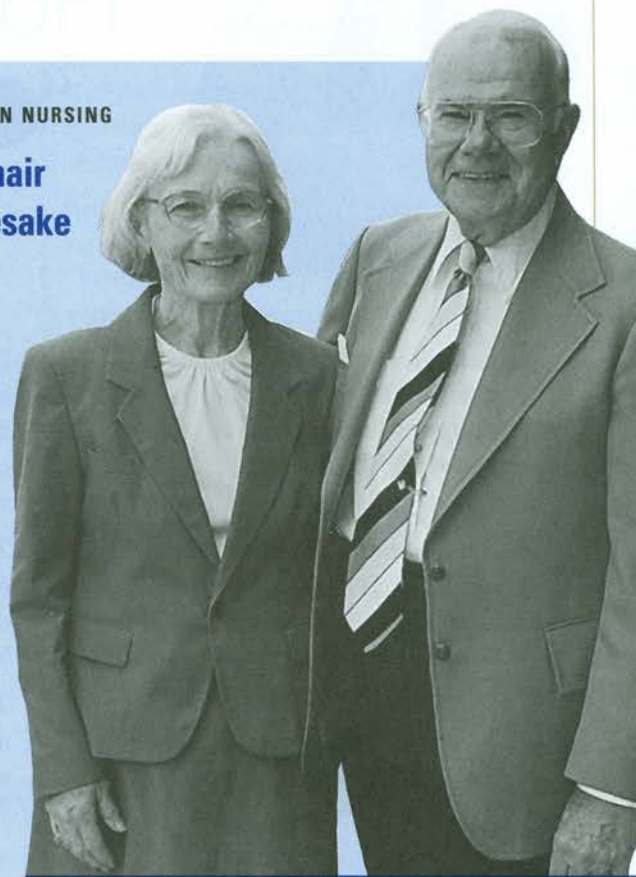
Peggy Fleming is not a nurse, but any nurse at LVHHN will tell you she's synonymous with Friends of Nursing. Since the Zionsville couple started the program with a donation 17 years ago, Peggy Fleming has helped with the interviews to select award recipients every year—and has only missed one day because of a death in the family.

"I love Friends of Nursing," Peggy Fleming said. "I've made so many wonderful friends and have been privileged to hear so many profound stories about nurses. I just think it's the best hospital in the country."

Believed to be the only one of its kind in the country at a community hospital, the chair will help support nursing education and research with \$75,000 in funding annually and involves academic appointments at both DeSales University and Cedar Crest College. The holder of the chair has not been determined.

A SURPRISE FROM THE ANDERSON TRUSTS

The chair wasn't the only surprise of the evening. The trustees of the Trusts of Anne Constance and Carl Robert Anderson authorized \$100,000 for nursing scholarships, the first designation from the late couple's \$29 million gift to LVHHN.



Dick Fleming (right) honored his bride of 56 years, Peggy, at the Friends of Nursing gala.



How Do You Inspire “CARE” ?

The fact is, caring has to come from the heart. And the heart must be nurtured so the inspiration that gives rise to “care” can flow freely.

Where nursing is concerned, we like to think of ourselves as “successful” here at LVHHN...“successful” during a national nursing shortage bordering on crisis proportions because we are experiencing our lowest level of nursing vacancies in recent history.

We like to think of ourselves as actively doing something to bring about this “success.” But in truth, it has more to do with creating that nurturing environment for the caring heart.

The caring heart always seeks to improve, and we’ve created ample opportunity for that through advanced career education programs. The caring heart would be content to carry out good works without recognition, but we believe that the caring heart deserves praise, acknowledgment and respect.

That’s why Terry Capuano, senior vice president of clinical services, and nursing leadership are pursuing Magnet Hospital status, the highest award a hospital can receive for outstanding achievement in clinical services.

That’s why Roberta “Peggy” Fleming, one of our long time “Friends of Nursing,” cried real tears of joy when her husband, Richard, presented the \$1.5 million Peggy Fleming

Endowed Chair for Nursing. The caring heart does not crave academic prestige, but the caring heart deserves it, and this unprecedented gift will fulfill the dreams of aspiring nurses for years to come.

That’s why the \$100,000 from the Carl and Anne Anderson Trusts evokes cheers from the audience when it is announced that it will be used for advanced career development.

That’s why our R.N. Weekend Program is met with appreciation and relief by so many, whose caring does not stop when they leave this institution.

And there is so much more...funding for certifications, merit increases for preceptors, the annual recognition by “Friends of Nursing,” SMILE scholarships, tuition reimbursement, advanced internships, on-site symposiums, and summer employment for nursing students.

All of this goes hand in hand with peer recognition and community recognition. Because the truth is, it *means* something to be a Lehigh Valley Hospital nurse.

And that’s why every person fortunate enough to be in the audience at this year’s “Friends of Nursing” felt the hair raise on their arms and the tears well from their eyes as story after story depicted the magic and mystery that inspire the heart to care.

Lou Liebhaver
Chief Operating Officer

Inspired to become a nurse?

LVHHN supports you in your dreams to pursue a nursing career with:

- **SMILE (Scholarship Money Invested in LVHHN Employees) program**—financial support to those with at least one year of service who are studying to become a nurse.
- **Medical/surgical scholarships**—for juniors and seniors in college with \$2,000 in the senior year and \$1,000 in the junior year.
- **Tuition reimbursement**

Call human resources at 484-884-4700 for information and a brochure.

\$1.5 MILLION ENDOWED CHAIR FOR NURSING

The grant will support college students in medical-surgical nursing with awards of up to \$2,000 in the senior year and \$1,000 in the junior year. A special scholarship program is available for employees seeking a nursing education. In return, the new graduate would commit to a position as a registered nurse at LVHHN.

"It's a wonderful tribute to our nursing and clinical care colleagues that we have the philanthropic support of the community," said Terry Capuano, R.N., senior vice president of clinical services. "This allows us to continue to develop our health care professionals and to attract and retain the finest nurses, which allows us to provide the finest care to our community."

The Flemings' many contributions to LVHHN began in the early 1980s when Dick Fleming, former executive vice president at Air Products and Chemicals Inc., was chairman of the hospital's board of directors.

But there's another reason this latest gift was so special—it was Peggy Fleming's last year helping choose the recipients. "It's just that time," she said sadly last month.

Now her legacy at LVHHN will continue through the Peggy Fleming Endowed Chair in Nursing. "Nurses who choose to practice their profession here will know that Peggy Fleming passed this way," her husband said. "They'll know that she made a difference and that her contributions were significant and enduring."



Peggy Fleming sits to the right of her friend, Kim Hitchings, R.N., director of the Friends of Nursing, during the nursing interviews. "Kim says she can't conduct the interviews without me at her right," Fleming chuckles.

ACADEMIC PRESTIGE

What Is an Endowed Chair?

An endowed chair is a high honor and mark of distinction—and extremely rare in community hospitals outside of university settings. A chair usually benefits a clinical service rather than a profession.

"This confers a high degree of academic prestige and credibility on our nurses and on our institution," said CEO Elliot Sussman, M.D. "This perpetual endowment spurs the development of clinical and educational nursing initiatives to benefit the health of our community."

THIS CHAIR WILL HELP SUPPORT:

- a seminar series to enhance professional knowledge in broad areas of nursing practice
- attendance at regional and national educational conferences
- participation in clinical research projects and professional practice development
- authoring of articles on nursing practice

LVHHN also has chairs in surgery, pediatrics, community health and health studies, health systems management and critical care.

Learn about the critical care chair in next month's *CheckUp!*

Pamela Maurer

FRIENDS OF NURSING AWARD RECIPIENTS: "What Inspires Me"



Kim Bartman, R.N.
4C, CC

"Just today I was with a patient, and her family brought me roses because I helped them through a difficult time. What touches me the most is caring for patients like they are my own family."

"When we moved into the new Behavioral Health Services building and blended with staff from 17th Street, I was inspired by the doctors and nurses—and also the patients as we moved them, making sure they were safe. It was a very challenging time but also very inspirational."

Cynthia Schneck, R.N. Behavioral Health Services, LVH-Muhlenberg



Patrick Kramer
Technical Partner, 7C, CC

"One patient with ovarian cancer, who had been in our unit frequently, was very close to the end. I was off the day she was expected to pass away. But she waited until the next day when I was there. She told me she felt more comfortable in the hospital with me than if she were home."

"Recently I cared for a young child with a head injury, and the family said I was the best nurse they ever had. It really hit home because my child was in another hospital once with a head injury. And I had no one there that I could turn to. I understand how difficult it can be when you don't know if your child is going to wake up."

Cathy Fuhrman, R.N. TNICU, CC



Jet Bortz, R.N.
ASU, 17th & Chew

"Taking care of patients who have had miscarriages is special because it happened to me. It's something I share with them and until you walk in someone's shoes, you really don't know how they feel. It's a common bond that just hits home."

See page 12 for entire list of recipients.

SMILING

in the NO PASSING ZONE



1



2



3



4



5



6

IDENTIFY THESE SMILES & WIN!

Be among the first five to match the person with the smile and **win a \$20 gift certificate to the LVHNN gift shop of choice.**

HERE'S A HINT: Each person is pictured somewhere in this issue of *CheckUp*!

THE CHOICES: Kim Bartman, Carol Fox, Patrick Kramer, Lou Liebhaber, Cynthia Schneck and Karen Ritter

E-mail Elysia.Bruchok@lvh.com or call her at 484-884-4819 with your answers.

PATIENTS, VISITORS AND CO-WORKERS APPRECIATE EYE CONTACT AND A SMILE—ESPECIALLY WHEN YOU'RE JUST PASSING BY

What do a rude waiter and a pleasant saleswoman have in common? You remember them both, and their actions and words influence where you will eat and shop in the future.

So, what is the value of common courtesy at LVHNN, and what is the cost if it is not extended? "Common courtesy influences whether our patients are likely to recommend us to friends and family," says Terry Capuano, senior vice president of clinical services. "Through Press Ganey, we've learned that patients judge LVHNN on how our staff treats them in addition to their skills."

With that in mind, common courtesy is the foundation of a new initiative at LVHNN called the "No Passing Zone." "It begins with the relationship with our co-workers," says Mary Kay Gooch, senior vice president of human resources. "Patients notice when we care about each other. It helps them feel confident that we care about them."

“Common courtesy influences whether our patients are likely to recommend us to friends and family.”

—Terry Capuano, senior vice president, clinical services

The premise of the "No Passing Zone" is that no employee is to pass a co-worker, patient or visitor on campus without:

- making eye contact and smiling
- saying hello.

If you are caring for a patient or serving a customer, continue your interaction by:

- introducing yourself and your department and asking, "How can I help you?"
- asking, "Is there anything or any information I can provide for you?" before leaving.

"Press Ganey surveys show us that patients care greatly about cheerfulness and being informed," Capuano says.

Think of great customer service as being 3-D, Capuano and Gooch say. It has a look (*smile*), a sound (*ask if there is anything you can do to help*) and a process (*understanding how a customer moves through the system and your role in serving him/her*.)

Beginning July 1, each department will define what being cheerful and being informative looks like and sounds like within their own department. "Cheerfulness is infectious," Gooch says. "It creates a more pleasant place to work and receive care."

HOW PATIENTS RATE CARE:

LEHIGH VALLEY HOSPITAL

LIKELIHOOD OF RECOMMENDING THE HOSPITAL*

Inpatient 81 % Outpatient 62 %

* Press Ganey percentiles reflect how LVHNN ranks in comparison to hospitals in the peer group from December to February. Data for LVH-Muhlenberg will be published in a future issue of *CheckUp*.



LVHNN's March of Dimes walkers were visible among thousands.

WALKING for a CAUSE

EMPLOYEES GO THE EXTRA MILE

For many LVHNN employees, walking for a cause is a common goal. Whether it be for the March of Dimes, the Heart Association or in support of those afflicted with cancer or multiple sclerosis, LVHNN employees are willing to help.

The proof was apparent at the March of Dimes Walk America 2001 in Bethlehem on April 28 and Allentown on April 29.

"I am absolutely speechless at the results from LVHNN this year," says Barbara Edwards, division director for Lehigh, Northampton, Carbon and Monroe counties. "It is so important for the March of Dimes to meet its goal in the Lehigh Valley and

therefore enhance our mission of preventing birth defects and infant mortality—and this year, LVHNN helped us do it."

The most walkers to participate from the hospital in recent years has been 83. Between LVH and LVP, 250 walkers gathered at Dorney Park and took to the streets, proudly wearing matching LVHNN T-shirts.

Many employees brought their families and friends to walk in near perfect weather. Terry Burger, R.N., director of infection control, along with her two teen-agers and mother Hope Roth, billing analyst for Health Page, were part of the masses who walk each year.

"I have two children who were both admitted to the hospital for respiratory illnesses as babies," says Burger. "Although I didn't have to use the NICU, it's wonderful to know that we have this resource. I have always been an advocate for children and

EARNING MILES AT WORK—

Carol Fox, R.N., neurosciences center, was one of many employees who supported multiple sclerosis research through the "MS Walk While You Work" program on May 10.



A FAMILY AFFAIR—Terry Burger (second from left) walked with son Price, mother Hope Roth and daughter Madison (far right) to help fight birth defects.

believe that we need to do everything we can to have healthy babies."

Employees also gave when \$220 in March of Dimes candy money was stolen. "I sent a house-wide e-mail about the theft, and employees responded with \$1,000 to replace the money!" Burger says. "It's so heartwarming to know people care. I am so proud to work at such a great hospital."

Leanne Strawn

See "What's Happening" on page 11's foldout to learn about upcoming charity events.





A Very

TEEN REMEMBERS MORE THAN

Amy Lucas of Wescosville cherishes photos of her Spanish class at the Speciality Care Center of the Lehigh Valley at LVH-Muhlenberg.

Amy began her senior year with a diagnosis of Hodgkins lymphoma. The curable cancer didn't make Amy's experience any easier, but w

"To everybody at the center, I wasn't 'a girl who had cancer,' " she says at LVH-Muhlenberg. "I would've had to go to Hershey or Philadelphia

Amy's mother, Nancy Lucas, was "elated" to learn about Child Life chemotherapy, but I walked out so grateful when it was over,"

Amy & Dr. Julie

Amy became quite close to "Dr. Julie" Stern. The pair talked openly about things like hair loss as well as regular things that teens do. "Amy knew that she could tell me anything," Stern says. "I let the teens know that I trust them, and that they can trust me."



Amy & Her Pals

Amy found support from Amy Fehrenbach of Coopersburg and Hillary Hunter of Pen Argyl who were going through the same thing. "Once we got to know each other, we didn't talk about cancer anymore," she says. "Although, we always loved talking about the food we would eat when we were off diet restrictions."

Additional pediatric services at the Speciality Care Center are hematology, gastroenterology, genetics, endocrinology and pulmonology.

Call 610-402-CARE to learn more.

Read "Hats Off" on page 10 to learn about the great honor for the Pediatric Inpatient Team.



Special Photo Album

"I HAD CANCER" — SHE REMEMBERS A NEW FOUND FAMILY

trip to Madrid, her senior year—and her "family" at The Children's Hospital of Philadelphia Specialty

oma and is ending it with a celebration of remission after months of chemotherapy. Having a highly
at did help was her care team.

he says. "I was just Amy. I loved that." The other real plus was getting her treatments close to home
elphia," she says. "I wasn't feeling well then, and it would have been harder with school, too."

en's Hospital newest Specialty Care Center. "It was difficult walking in, knowing Amy had to get
he says. "There's such a sense of family there and a lot of hope, too."

Amy, Karen & Their Crazy Hats

Karen Ritter, R.N., tries to make
copy fun by naming children's
veins, decorating IV poles with
stuffed animals and hosting crazy
hat day. Amy and Karen also spent
chemotherapy days chatting about
their favorite books and their
favorite pals—Karen's dog,
Bailey, and Amy's pup, McDuff.



Amy Bids Goodbye...But Not for Good

Leanne DuBois and fellow social worker Nancy Winters arranged a limo trip to New York City and funds for Amy to buy her prom dress through the Make-A-Wish Foundation. Amy, her mother and her girlfriends had the perfect shopping day in preparation for the prom—also Amy's 18th birthday. "I'll be back to show my prom pictures," Amy says. "I'll be able to look back on my senior year and remember something other than that I had cancer."

Amy Shares Stories of Spain

Amy completed her treatment just in time for a long-anticipated trip to Spain. She returned to the center to show her photos to (l-r) Phil Monteleone, M.D., medical assistant Dalia Hernandez, social worker Nancy Winters and other staff. "Spain was an important stone for me," she says. "And they looked forward to it as much as I did."

Pamela Maurer

Celebrate The CHILDREN'S HOSPITAL of PHILADELPHIA SPECIALTY CARE CENTER of the LEHIGH VALLEY!

Join Family Fun Day ...It's a Jungle of Fun!

**Saturday, June 2
11 a.m. - 3 p.m.**

Lehigh Valley Hospital—Muhlenberg

Enter a FREE drawing!

Call 610-402-CARE to learn more!

☺ Learn About Health & Safety

- child development screenings
- helicopter and ambulance tours
- Burn Prevention Foundation's fire safety house
- McGruff the Crime Dog
- jungle growth charts

☺ Have FUN!

- trackless train • moon bounce
- jungle house • Carmen the Caterpillar
- face painting • spin art and more!

☺ Treat Your Tummy

- cotton candy
- ice cream sodas and more!

LVHHN Reaches Around the World

LVHHN reaches out to people locally and internationally by donating medical supplies through its Recovered Medical Supply Program.

The program finds uses for basic health care supplies that have become obsolete or are being replaced by newer brands. Items include drapes, gowns, powdered foods and, occasionally, medical equipment.

To request medical supplies for a charity, call Chris Holmes at 610-402-8571.

Courier on a Mission in Ecuador

Courier Ron Victory may not know much about medicine or treating patients, but as a missionary he is passionate about healing just the same.

"I just want to touch the lives of other people," Victory says. "Isn't that what life is all about?"

As a member of Life Restoration International, an organization committed to improving the welfare of impoverished areas around the world, Victory has done just that. He recently traveled halfway around the world, and raised \$5,500 to help build a much-needed health and nutrition center in Ibarra, Ecuador.

Disappointed to learn that the work had been halted until more funds could be raised, he turned his efforts to ministry work—but not before visiting the work site. Unable to pay for a bulldozer, a six-man crew used shovels to dig up the gritty soil to lay the foundation. They used bamboo shoots to support construction and later removed them for use at other jobs.

"These people have really had it hard," Victory says. "To see how much we have and how little they have—my heart goes out."

Victory was even more deeply touched by the generosity of the people. "A woman in the village sacrificed her prized chicken to feed us," he says. "Others walked miles to present us with a jar of food or handmade burlap bag or wood carving as a gift of thanks."

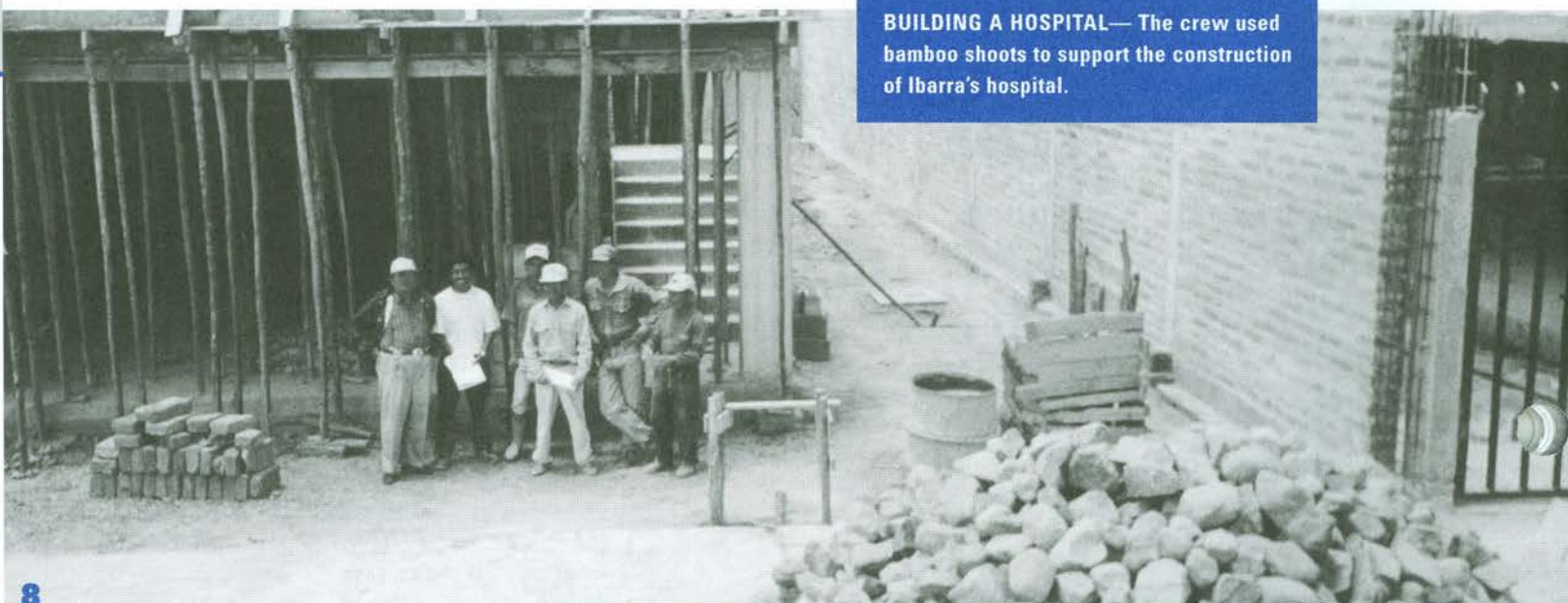
He gave a group of children a big bag of candy and was astonished when each child took only one piece. "The people are poor but rich in other ways," he says. "They have something beautiful. They have a love for each other."

Wanting to give more, Victory turned to LVHHN for help. With the assistance of Chris Holmes, supervisor of supply distribution services and the Recovered Medical Supply Program, and Fred Pane, director of pharmacy, he obtained needles, scissors and powdered food as well as antibiotics, ointments and vitamins for children and prenatal care. "The people at LVHHN deserve more than a thank you," Victory says. "This was beautiful."



COOKING UP SOME GRUB—Courier Ron Victory cooks with one of his new Ecuadorian friends, Martha.

BUILDING A HOSPITAL—The crew used bamboo shoots to support the construction of Ibarra's hospital.



Prescription for Illegible handwriting

ENTERING ORDERS INTO COMPUTERS WILL SAVE TIME

A doctor's handwriting has long been the subject of jokes, but the medication mistakes and wasted time that can result from handwritten orders are no laughing matter. That's why LVHHN and many of the country's best hospitals are instituting a system that allows doctors to key medical orders right into a computer.

In particular, computer assisted physician order entry (CAPOE) is expected to eliminate 75 percent of medication mistakes and save nursing staff valuable time that is better spent with patients, says Terry Capuano, senior vice president of clinical services.

"Administrative partners and registered nurses spend 4,700 hours a year deciphering illegible handwriting, reconciling inconsistent orders and calling doctors so they can transcribe orders into the computer," Capuano says. "With CAPOE, orders are sent directly from the physician to the pharmacy so nurses can spend more time caring for patients."

CAPOE rolls out in June on the transitional trauma unit and will be introduced into other units in the coming months. Doctors and nurses will be trained in its use before they are approved to use the system.

"We have a design team of doctors and nurses that has customized our computer screens to ensure the program is easy to use, accurate and efficient," says Donald Levick, M.D., who is coordinating the CAPOE project. CAPOE will be integrated into the upgrade of PHAMIS, the computerized patient management system used by LVHHN doctors and clinical staff.

"We'll look for opportunities to use CAPOE in new ways to improve patient care," Levick says, "and make life easier for physicians, nurses and other staff members."

How COMPUTERIZED ORDERS ENSURE ACCURACY:

- Interactive checking of duplicate drugs, drug allergies and interactions.
- Pull-down menus that provide approved and appropriate reasons for diagnostic studies and procedures.
- Pop-up screens to remind physicians about substitutes for medications they are ordering, and the preferred substitution and doses.
- Remote access so doctors can check results and enter orders from any unit of the hospital or even their home.
- Computer-generated medication administration records, eliminating handwritten records that staff keep for each hospital patient.

INTERESTED IN SEEING CAPOE AND THE PHAMIS UPGRADE?

Live demonstrations and hands-on test drives will be held all day June 5 and June 13 in the Anderson Wing lobby.

HATS OFF

VHA 2001 LEADERSHIP AWARD



Manuel (left) and Jamie Valazquez, children of community health secretary Lucy Laporte, drink fluoridated water.

Lehigh Valley Hospital and Health Network has been selected by the Voluntary Hospitals of America Inc. (VHA) as the **national winner** of the 2001 Leadership Award in the health system category for community health improvement. VHA cited LVHNN's sponsorship of more than **500 community health improvement initiatives**, including its role in fluoridating Allentown's water supply and partnerships with 29 other organizations and agencies.

POSITRON EMISSION TOMOGRAPHY (P.E.T.) SCANNING SYSTEM...

is now available at LVH-CC. P.E.T., which provides a whole-body image, enhances CT, MRI and ultrasound to uncover cancer and other diseases that might otherwise go undetected. It is dedicated to outpatient evaluation of patients with solitary pulmonary nodule, non-small lung cancer staging, colon rectal cancer, melanoma and lymphoma.

THE PEDIATRIC INPATIENT TEAM RECEIVED A THIRD PLACE AWARD...

from *Advance* magazine in its Best Nursing Team Contest. The team won based on an essay by **Maryann Godschall, R.N., of the pediatric unit**, in which she cited the teamwork of the pediatric units, compassionate support and care, and consistent patient satisfaction ranking in the 90th percentile.

THE AMERICAN HEART ASSOCIATION HONORED...

the following people for their commitment to excellence in cardiovascular care:

- **Cheryl Heintzelman Bitting, R.N., M.S.N.**, of John Cassel, M.D., P.C. *Cardiovascular Care/Surgical-Physician/Physician Extender Award*
- **John Castaldo, M.D., medical director**, neuroscience research *Cardiovascular/Neurovascular Education/Physician Award*
- **ICD Support Group Susan Newhard, R.N.**, acute and progressive coronary care units; **MaryJean Potylycki, R.N., 4A/4C**; **Karen Peterson, R.N.**, psychiatry; and **Stephanie Mascavage**, patient care services *Community Cardiovascular Care Award*
- **Patricia Matula, M.S.N.**, outcomes coordinator professional development *Cardiovascular/Neurovascular Education*
- **Donna F. Petrucci, R.N., M.S.N., C.R.N.P.**, of The Heart Care Group *Cardiovascular/Neurovascular Care Office Practice/Clinic Award*
- **Joanne Rodgers, R.N.**, clinical nurse specialist, neuroscience research *Neurovascular Care Health Care Practitioner*
- **Dawn M. Smith, R.N., B.S.N.**, progressive coronary care unit *Cardiovascular Care/Medical-Health Care Practitioner*
- **Jeffrey Snyder, M.D.**, of John Cassel, M.D., P.C. *Cardiovascular Care/Medical-Physician/Physician Extender*
- **William Whipple, R.D.**, clinical dietitian *Cardiovascular Dietitian*

MEET THE NEW PHYSICIANS

Obstetrics and Gynecology



John J. Scaffidi Jr., M.D.

Primary Obstetrics and Gynecology

Practice: Total Women's Health Care
Education: University of Medicine and Dentistry of NJ—Rutgers Medical School

Residency: St. Barnabas Medical Center

Pediatrics



Andrew K. Feng, M.D.

Hospital Based Pediatrics—Critical Care Medicine

Practice: Solo
Education: Jefferson Medical College
Residency: Kapiolani Children's Medical Center

Fellowship: University of California, San Francisco Children's Hospital, Oakland

Surgery



Maryann P. Hartzell, D.P.M.

Orthopedic Surgery—Foot & Ankle Surgery

Practice: Allentown Family Foot Care

Education: Pennsylvania College of Podiatric Medicine

Residency: Frankford Hospitals

**THE COMPUTER MAN
MAKES DAY CARE FUN**

When Nikki Leonzi, child care center interim director, received a donation of Dell computers, she was thrilled.

Then she learned from Phil Horlacher, manager of information services, that without CD-ROMs and sound cards the children would be not able to play the games.

Lacking resources to update the computers, Leonzi feared the donation would be useless. But Horlacher wouldn't let that happen. He took it upon himself to come to the center after work, pick up the computers and upgrade each one, using spare parts from his own computer.

Computers have become so much a part of daily life that the next generation will probably know how to double-click before it can walk, Horlacher says. "I have two kids of my own, and I know how important it is to get them started using a computer early," he says.

"When I tried to thank Phil, he simply replied 'anything for the kids,'" Leonzi says. "Phil has helped us before and each time he has been courteous and results-oriented, and displayed a great sense of humor."

The children were so grateful they sent "the computer man" a thank-you book with pictures, thanks and signatures of each child. The words of one grateful child says it all: "I want to give you a hug because you fixed our computer."

Liz Fulmer

Congratulations to May 2001 Service Star award nominees:

Rosemarie Balado, accounting

Nominated by Francine Hnat, patient accounting rep

Debra Shields, home health aide

Nominated by Mary Ann Scharer, R.N., home care/hospice supervisor

Jennifer Smetana, L.P.N.

Nominated by Kathleen Straubinger, R.N., Lehigh Valley Family Health Center and Josefina Clark, medical assistant

Karen Ritter, R.N., hematology/oncology

Nominated by Patricia Chromczak, The Children's Hospital of Philadelphia Specialty Care Center of the Lehigh Valley

INTERNET IDEA A WINNER IN MANY WAYS

Last July, the Working Wonders program kicked off a prize contest offering getaway packages to employees who submitted an approved idea that generated annual cost savings of at least \$500. Little did Rita Mest, director of medical staff services, know that her department's idea would win her a trip to New York.

Until recently, the medical staff office has used a word processing program to generate about 200 letters manually each month to insurance carriers and local and out-of-state hospitals to verify that its members are in good standing.

"They want to know if physicians currently or previously on staff are clinically competent," Mest says. "If not, insurance companies can drop a physician from the provider panel and hospitals can deny or restrict privileges."

Thanks to Cindy Ault, credentialing assistant, and her behind-the-scenes efforts, insurers and hospitals can now obtain these letters directly off a secure site on the hospital's Internet web site.

"Outside organizations can generate and print letters right off the web site in their own offices, without involving the LVH staff," Mest says.

The new process benefits the physician, Mest says, and allows the staff to devote more time to handling LVH issues instead of for other hospitals.



**Cynthia Ault (right)
and Rita Mest**

HOW WORKING WONDERS ADDS UP:

IDEA Use Internet as a means for insurers and hospitals to generate good-standing letters

BY Cynthia Ault and Rita Mest

ESTIMATED ANNUAL SAVINGS \$1,128

AWARD AMOUNT \$85 each

2001

FRIENDS OF NURSING AWARDS

- *Physician Friend of Nursing Award*
Edward Mullin, M.D.
- *Lehigh Valley Physicians Group Award for Excellence in the Delivery of Ambulatory Care*
Jet Bortz—ASU, 17
- *Mr. & Mrs. Abram Samuels Cardiovascular Nursing Award*
Sharon Hess—TOHU, CC
- *Nancy Stevens Emergency Nursing Award*
Stella Walbert—Emergency Department, LVH-M
- *Dr. & Mrs. Joseph Miller Award for Excellence in the Delivery of Obstetrical/ Gynecologic Nursing Care*
Mary Onifer-Smith—L&D, CC
- *Joseph & Judith Kaminski Award for Excellence as a Float Nurse*
Richard B. Richard—Float Pool, CC
- *Alma W. Holland Award for Excellence in Home Care Nursing*
Virginia Shaffer
—Lehigh Valley Home Care/ Hospice
- *Dr. Joseph J. Prorok Memorial Award for Hospice Nursing*
Susan Faust Galey
—Lehigh Valley Home Care/ Hospice
- *Dr. & Mrs. Donald H. Gaylor Medical-Surgical Nursing Award*
Rosa Palos—4C, CC
- *The David A. Tilly, M.D., Award for Excellence in Neuroscience Nursing*
Cathy Fuhrman—TNICU, CC
- *The Jeffrey J. Hitchings Award for Excellence in Education*
Eugene Anderson—ICU/CVCU, LVH-M
- *The Jan Horst Memorial Award for Excellence in Oncology Patient Care*
Michele Lynn Denny—7C, CC
- *M.G. Asnani, M.D., Award for Excellence in Pediatric Nursing*
Deanna Heydt—PICU, CC
- *Dr. & Mrs. Joseph J. Prorok Award for Excellence in Perioperative Nursing*
Lisa Farthing—OR, CC

- *Dr. Peter Anson Award for Excellence in Orthopedic Nursing*
Karen Scheirer
—5C, CC
- *Professional Nurse Trauma Nursing Award*
Eileen Wasson
—TNICU, CC
- *Psychiatric Nursing Award*
Cynthia Schneck
—Behavioral Health Sciences, LVH-M
- *Pulmonary Associates Award for Excellence in Critical Care Nursing*
Eileen Palmer—MICU/SICU, CC
- *Josephine Ritz Nursing Award for Excellence in Patient/Family Teaching*
Jane Zubia—Breast Health Services, LVH-M
- *Janine Fiesta Awards for Excellence in the Promotion of Patient Care*
Georgene Saliba—Legal Services, CC
Helen Smithson—Care Management, CC
- *Carver Award for Excellence as a Laboratorian*
Nadine Koenig
—Toxicology Health Network Laboratories
- *The Board of Associates Award to Recognize a Unit/Department which Demonstrates a Commitment to Professional Development*
ASU OR—17
- *The Fleming Award to Recognize "The Search for Best Practice"*
Judith Bailey—5B/5C, CC
- *The Fleming Nursing Caring Awards*
Kim Bartman—4C, CC
Mary Konek—7C, CC
- *The Fleming Awards to Recognize a Unit/ Department which Exhibit Caring Behaviors*
Emergency Department—17
PICU—CC
- *The Rose Trexler Award for Excellence as a Preceptor*
Rebecca Caffrey—OR, CC



The ED Team from 17th Street won a Fleming Award.

- *The Licensed Practical Nurse Award*
Brenda Karas
—6B, Sleep Disorder Center
- *The Medical Staff Housekeeper/ Support Partner Awards*
Deborah Dunbar
—Emergency Department, LVH-M
Marlene Spevak—7C, CC
- *The Medical Staff Administrative Partner Awards*
Leoma Kern—OHU, CC
Martha Shedlock—4C, CC
- *The Medical Staff Technical Partner Awards*
Nancy Dimler—7B, CC
Patrick Kramer—7C, CC
- *The Medical Staff Nursing Practice Award*
Eileen Sacco—6B, CC
- *The Senior Management Council Patient Satisfaction Award*
ICU—LVH-M
- *Allentown Anesthesia Associates, Inc. Post Anesthesia Care Nursing Award*
Terri Sheer—PACU, CC
- *Division of Urology, Lehigh Valley Hospital Award for Excellence in Urologic Patient Care*
Lori Groff—5B, CC
Craig Laverty—OR, CC

If you have news or a story idea for **CheckUp**, submit your suggestion by the 20th of the month for publication in the following month to Elysia Bruchok, public affairs, 1770 Bathgate, using interoffice mail or e-mail, or by calling 484-884-4819. LVHNN is an equal opportunity employer. M/F/D/V

EDITOR Pamela Maurer

MANAGING EDITOR Rob Stevens

EDITORIAL ASSISTANT Elysia Bruchok

ART DIRECTOR Denise Golant

DESIGNER Christine Baldwin

PHOTOGRAPHER Scott Dornblaser